ABSTRACT

BUILDING DATA MART IN PT. BANK NEGARA INDONESIA (PERSERO) TBK (Case Study Sentra Bisnis Kartu PT. Bank Negara Indonesia Bandung)

By

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The BNI Card Center Business Credit Card Management Division which has the task of providing the best service to its customers or Cardholder. perform management or processing credit card applications, credit card marketing, received a complaint from a customer or a Cardholder and maintenance of credit card asset Bank Negara Indonesia.

So far, the Bank Negara Indonesia using a DOS-based program to make a good deal submission and payment processes and credit card. The program used to display only a few reports. To perform an analysis, the bank must take the data from Microsoft Excel reports, in other words to perform an analysis, the bank must take the data from Microsoft Excel reportsTherefore, PT. Bank Negara Indonesia requires a data warehouse system to assist management in analyzing the increase and decrease the number of customers applying for credit cards.

Data mart is part of the data warehouse to support reporting and data analysis on a unit, section or on a company's operations in analyzing existing data to support strategic decision quickly and accurately. Development of data mart is used Star schema data modeling and design of the OLAP (On-Line Analytical Processing), for processing and data analysis using techniques Pivoting

. Based on the results of the study and after doing alpha and beta testing of the systems that have been made, Conclusions can be drawn that these applications can facilitate the management in getting detailed information about their credit card sales in every branch of BNI in West Java in an accurate and better, and facilitate the reports are used for the analysis as a business strategy BNI credit card sales

Keyword: Data Mart, Data Warehouse, Schema Star, Olap,Pivoting.